

Meeting Notice of the California Milk Processor Board
Meeting to be held on April 15, 2004, 8:30-1:00pm
Ontario Airport Hilton 700 North Haven Ave. Ontario CA 91764
tel: 909-980-0400 fax: 909-941-6781

AGENDA

- **WELCOME/INTRODUCTIONS/MINUTES**
- **GOT REFERENDUM?**
- **GOT RESULTS?**
- **MILK USAGE TRACKING STUDY**
- **INCREASED FREQUENCY STRATEGY**
- **BATTLE PLAN UPDATE**
- **NEW “FAMILIA AMOR Y LECHE” CREATIVE**
- **NEW GOT MILK? PRINT/MEDIA**
- **NEW GOT MILK? TV**
- **DOLE & LICUADOS**
- **OSTER & LICUADOS**
- **LICUADO PR**
- **STEAMER LAUNCH**
- **STRONG BONES RESEARCH/PR**
- **NATIONAL DAIRY/MILK PROGRAMS**
- **NABISCO ALLIANCE**
- **2004 PROMOTION CALENDAR**
- **WEB SITE MARKETING**
- **COMMODITY LEGAL CHALLENGES**
- **GOT MILK? LICENSING**
- **BOARD MEMBERSHIP**
- **BUDGET**
- **CLOSED SESSION/PERFORMANCE REVIEWS**
Closed session pursuant to California Government Code 11126(a) regarding the appointment, employment, evaluation of performance or dismissal of an employee.
- **LATE JULY BOARD MEETING/ ADJOURNMENT**

If you have any questions regarding this meeting please contact Jeff Manning at
(510) 883-1085 or 1801A Fourth St. Berkeley CA 94710
This notice is required by the Bagley-Keene Meeting Notification Act.